2018 ANNUAL REPORT

Angelo State University
Small Business Development Center

Building the Texas economy, one business at a time!
The staff of the Angelo State University Small Business Development Center is pleased to present its 2018 Annual Report. For 28 years, the ASU SBDC has provided technical business advice and technical business training to existing small businesses along with those wanting to start a small business. We provide these no-cost and confidential business advising services to hundreds of small business clients each year. Presented in this report are numerous client success stories that are just a sample of the successes our clients achieve with our assistance.

Small business clients are why we exist. We admire the drive, tenacity, sacrifice, and determination they exhibit each day. We are honored they allow us to serve them. Thankfully, the Spirit of the Entrepreneur is alive and well in San Angelo and the entire Concho Valley! Small business is the backbone of what makes the San Angelo area a special place to live and work.

I want to thank the dedicated staff of SBDC professionals that I have the privilege to be associated. Every day they work hard for the benefit of their clients while striving to adhere to our shared values of integrity, excellence, service, and innovation.

I would like to thank our South-West Texas Border SBDC Network office, Angelo State University administration, and the Norris-Vincent College of Business for all their help and support of our program. The ASU SBDC is thankful for their steadfast support as we continue, “Building the Texas Economy, One Business at a Time!”

In 2018, in the ASU SBDC assisted 551 clients with 2636 advising hours. Our assistance enabled 51 client business startups, 34 business expansions, 219 new jobs created, and 192 existing jobs retained. In addition, 91 business-training events were held with 1279 attendees. SBDC assistance creates jobs at a cost of only $917 per job.*

ASU business students work alongside our professional SBDC advisors through graduate assistantships, internships for class credit, class projects, the annual San Angelo Business Plan Competition, and the upcoming BizPitch student business competition. The Business Plan Competition utilizes Norris-Vincent College of Business student teams that work with SBDC certified business advisors to help competition contestants create and present their business plans. The BizPitch student business competition, scheduled for spring 2019, will allow ASU students the chance of pitching their business idea to a group of judges who are successful in business for cash prizes totaling $5000. All of this to further the university’s entrepreneurial ecosystem and provide tremendous student service learning opportunities.

Best Regards,

Dave Erickson,
Director of the ASU- SBDC & Certified Business Advisor

2018 Findings from a study by
James J. Chrisman, Ph.D
for the SBDC South-West Texas Border Region
The mission of the Angelo State University Small Business Development Center is to foster small business success in the ten counties that comprise the SBDC service area.

Our vision is to be recognized as a premier business development organization in the Concho Valley.

We accomplish these goals through advising, technical assistance, training seminars and workshops, advocacy, research studies, resource information and coordination with the U.S. Small Business Administration and other community business support services.

INTEGRITY
Building our reputation by being…
- Accountable
- Credible
- Ethical
- Respectful

EXCELLENCE
Exceeding stakeholder expectations by…
- Achieving results
- Demonstrating leadership
- Leveraging our resources and expertise

SERVICE
Delivering results and fostering diversity by…
- Being responsive
- Adding value
- Providing solutions
- Collaborating

INNOVATION
Fostering a culture of creativity by embracing…
- Change
- Lifelong learning and continuous improvement
- Smart Risk-taking
Meet the Team

Dave Erickson, MBA
Director and Certified Business Advisor

Dave has had a passion for business since he was young and enjoys helping serve those wishing to start or expand their business. He brings to bear his 20 years of experience operating autonomous lumberyard/building material centers along with his 19 years of advising small businesses at the SBDC. Dave believes in building relationships with any person or organization that can assist our small business clients. Dave is married to Linda who is his true companion in life. He has a daughter Kimberly and son Sam along with a grandson Noah. When he is not helping small business clients he can be seen working on home improvement projects or being involved in a church ministry that helps young couples prepare for marriage in the church.

Olivia Castro, MBA
Administrative Professional

Olivia wears many hats. When she is not working at her 8 to 5 job as an Office Coordinator for the ASU SBDC, she is working in her two small businesses. She graduated from Angelo State University in 2001 with a BBA and earned an MBA in Global Management in 2009 from the University of Phoenix. She has owned and operated a small business for over 18 years. Three years ago she started a second venture and now works diligently to see them both succeed. Olivia enjoys working with her daughter in the two different small businesses. She is a mother of two special needs adults and has always encouraged them to have a positive outlook on life. She has a love for music and over the past 16 years, Olivia and her son have shared the passion for jogging as an activity that they can enjoy doing together. If you were to ask Olivia what is the key to life, she would respond, that she is humble to God and gives thanks every day for what she has been blessed with.

Alejandro Castañon, BBA
Business Development Advisor

Alejandro Castañon joined the SBDC in March 2018 as a Business Development Advisor. Alejandro received his Bachelor’s in Marketing with a focus on e-Commerce from Ashford University. He is originally from Torreon, Mexico and grew up in the armed forces traveling abroad for several years. In San Angelo, Alejandro has owned the Vino Dipinte Art Gallery since 2011 and works as a professional artist. Managing a small business in San Angelo has provided Alejandro with meaningful insight for advising small businesses.
Meet the Team

James Leavelle, MBA
Senior Certified Business Advisor

James began his business education in his early teens working after school and on weekends in a furniture store that his father managed. This part-time job would take him through high school. After graduation James married and served on active duty with the United States Air Force for over 11 years. He left to assist his ailing father with his floor covering business. The next few years would take him from business ownership to multi-unit store management and into delivering management training. After taking an exceptional amount of time to complete his undergraduate degree, James went on to earn his MBA from Angelo State University. At the end of the MBA program, he joined the Small Business Development Center at ASU. James has completed six years as an advisor with the ASU SBDC. It is a job he enjoys and is with an organization that is second to none. James likes to take his experience in treating patients as an Air Force medic and apply it to helping small business owners solve problems and grow their business.

Dezaray Johnson, MA
Certified Business Advisor & Training Professional

Graduating from ASU with her Master of Arts and Bachelor degrees in Communication, Dezaray knew her true calling was waiting for her at her alma mater. In her first couple of years with the ASU SBDC, she spent most of her time behind the scenes making sure each ASU SBDC event ran smoothly. In her role as the Training Coordinator, Dezaray takes smart risks to see what new training event or marketing idea will help the small business clients grow. She makes her claim to fame as a voice for the ASU SBDC. You may see her “Live at Five” or hear her on your morning drive into work as she advertises the many different events for the ASU SBDC. Dezaray obtained her Certified Business Advising Certificate in 2016 and has been assisting clients of the ASU SBDC since. She has a knack for advertising but she is happy to assist clients with many different needs.

“Great things in business are never done by one person. They’re done by a team of people.”
--Steve Jobs
SBDC Return on Investment

SBDC long-term advising assistance is highly valuable from a public policy perspective because it returns tax revenues to state and local governments and value and capital to its clients which is greater than the direct cost of providing the service. For every $1.00 invested in the South-West Texas Border SBDC, a return of $6.58 was generated. The average net cost of each new job generated was $917.

**Sales Growth**
- 20%: Average Texas Business (6.3%), SBDC Client (18.8%)
- 10%: Average Texas Business, SBDC Client
- 0%: Average Texas Business, SBDC Client

**Employment Growth**
- 20%: Average Texas Business (17.3%), SBDC Client (1.8%)
- 10%: Average Texas Business, SBDC Client
- 0%: Average Texas Business, SBDC Client

**New Taxes Generated as a result of SBDC advising Services**
- 40M
- 30M
- 20M
- 10M: Federal ($14,990,233), State ($19,846,686)
- 0M

2018 Findings from a study by James J. Chrisman, Ph.D for the SBDC South-West Texas Border Region
Once we have helped a small business client reach a notable milestone, we ask that they complete a Client Growth Assessment. This assessment enables us to track the growth of our clients and understand how our assistance has impacted the client’s success and overall economic growth. We link our success to the success of our clients.

**FY 2018 Highlights of Actual Economic Impact Accomplishments**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clients Assisted</td>
<td>551</td>
</tr>
<tr>
<td>Long Term Clients <em>(5 hours or more in the fiscal year)</em></td>
<td>145</td>
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<tr>
<td>Total Client Hours</td>
<td>2,636</td>
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<tr>
<td>Business Starts</td>
<td>51</td>
</tr>
<tr>
<td>Business Expansions</td>
<td>34</td>
</tr>
<tr>
<td>Jobs Created</td>
<td>187</td>
</tr>
<tr>
<td>Jobs Retained</td>
<td>219</td>
</tr>
<tr>
<td>Dollar Amount of Loans &amp; Equity</td>
<td>$10,425,963</td>
</tr>
<tr>
<td>Total Training Events</td>
<td>91</td>
</tr>
<tr>
<td>Training Attendees</td>
<td>1,279</td>
</tr>
</tbody>
</table>

The following success stories are a sample of the many diverse clients we work with each year. These particular clients have given us permission to share their success with you. We are proud to say in the fiscal year 2018 we have assisted entrepreneurs and small business owners in successfully starting 51 new businesses & expanding 34 existing businesses in our service area.
William Narro has owned a paintless dent repair business for a number of years. He and his crew have traveled around the country following storms to repair damaged vehicles. He has reached a point personally and professionally where he wants to do less travel and have a storefront business. So he has decided to open an automotive body repair shop.

William located a suitable property and approached his lender about it. He was referred to James Leavelle at the Angelo State University Small Business Development Center. James assisted William with his business plan and financial projections.

William was able to secure his financing and said “James Leavelle and the SBDC were instrumental in getting our SBA loan approved and our LLC formed and things moving in the right direction. Highly recommend their services!”

“James Leavelle and the SBDC were instrumental in getting our SBA loan approved and our LLC formed and things moving in the right direction. Highly recommend their services!” ~ William Narro
Almost 30 years ago, Randy Kiser started a custom ironworks business specializing in decorative and functional iron such as gates, staircase handrails, and more. He built this business to a point that he was doing high-end work for customers in Dallas, Houston, New York, and other places. As dependable as this work was, Randy grew weary of dealing with architects and designers. He made the decision to leave that side of the industry and begin a retail business making cookware.

At this point, Randy and his wife Margie reached out to James Leavelle, Senior Business Advisor for guidance on making the switch to a retail business. The Kisers utilized many aspects of the SBDC and had this to say, “We have been very satisfied with the SBDC. We started with them 28 years ago and they helped build our business as Kiser Iron Works. Now that we have decided to start a new business and change our business model from custom to retail, we have now changed over to 3 Nail Ironware and they have been very helpful in branding, marketing and addressing problems we locate as they arise. We appreciate their continued support and checking on us to make sure our goals are moving forward as planned.”

“We have been very satisfied with the SBDC. We started with them 28 years ago and they helped build our business as Kiser Iron Works. We decided to start a new business or change our business model from Custom to Retail, we have now changed over to 3 Nail Ironware and they have been very helpful in branding, marketing and addressing problems we locate as they arise.” ~ Randy Kiser
Jason Bradley was hired a few years ago to assist a growing fabrication business that supplied an essential part for drilling operations in the oilfield. For signing on with the company, he was given a small piece of ownership with the promise that as the company grew, that piece would grow and once it reached about 20% he would have the option to purchase the remaining stock from the current owner.

Jason reached that mark this year and decided that he would pursue 100% ownership. He approached his lender who was quite familiar with Jason and the business. He asked Jason to contact James Leavelle at the ASU Small Business Development Center to discuss and work on a business plan. Jason met with James and learned about business plans and financial projections. He was able to successfully write a plan and present it to the lender and the majority owner of the business.

Jason says, “Mr. Leavelle helped in giving the resources needed to make a presentation to the bank and to Mr. Dicke in order to receive financing.” Jason is now the 100% owner of the business.

“Mr. Leavelle helped in giving the resources needed to make a presentation to the bank and to Mr. Dicke in order to receive financing.” ~ Jason Bradley
Jason Fernandez grew up in the family restaurant. The restaurant makes its own salsa and it is very popular due to its spiciness. Jason had the idea of canning and selling the salsa. He, with the blessing of his parents, learned how to can the salsa and began traveling to different trade day shows and market to sell his salsa.

As it became more and more popular, Jason began looking for ways to grow his business. He met with Senior Certified Advisor James Leavelle of the Angelo State University Small Business Development Center. James assisted him in developing a business plan that would allow him to expand his operation and increase his sales. “Mr. James Leavelle with the SBDC has been very helpful with my Fernandez Salsa business. The preparation of my business plan showed me the potential of where I can get my business to (ex. Stores, and distributors). They also gave me leads on where I can get help with the exportation of my business.”
Adrian has owned Senor Changs for a few years and decided to move from a food truck business to a stable brick and mortar restaurant. Working with several advisors at the SBDC, Adrian was able to secure funding for his business. Adrian purchased a building on Van Buren and renovated it for his business.

Adrian met with the SBDC who helped him create a business plan to secure a loan with the bank as well as helped transition his business from a mobile model to a working restaurant model. This also required him to take more employees. Adrian has successfully opened his business and currently operates it seven days a week.

“SBDC who helped him create a business plan to secure a loan with the bank as well as helped transition his business from a mobile model to a working restaurant model.”

~ Adrian R. Soto
Tiffany Ohman started her moving business of helping seniors move in 2016. Through targeted marketing and outstanding customer service, Tiffany was able to grow her business to a point where she needed help and to increase her assets.

She attributed some of her growth to assistance from the Angelo State University Small Business Development Center saying, “SBDC advisors have assisted me in my website design and our online presence. We are adding to our staff in 2018 in order to handle the demands of future business.”

“SBDC advisors have assisted me in my website design and our online presence. We are adding to our staff in 2018 in order to handle the demands of future business.”

~ Tiffany Ohman
Ruthie Sepeda worked with an SBDC advisor when she first opened her retail store in Junction, TX where she sells all kinds of fun things for locals and tourists alike. Ruthie has a knack for spotting the most colorful pieces of Talavera Pottery and the most outgoing yard art. Ruthie herself is a creator and artist. She paints all types of beautiful pieces and she even hosts paint and sip parties on site.

Ruthie knew she wanted to do more with her handmade products so she set out to get a grant from the Junction Texas Economic Development Corporation. Ruthie reached out to Advisor Johnson to get assistance developing a plan that explained her vision of expansion. The two worked together on the plan and Ruthie was able to submit it to the Economic Development Corporation. With the grant funds, she was able to lessen the burden of business expenses so she could focus on the expansion. Ruthie stated, “Dezaray Johnson has been instrumental in helping my business thrive.” Ruthie and Advisor Johnson plan to continue working on the development and growth of the business in the coming months.

“Dezaray Johnson has been instrumental in helping my business thrive.”

~ Ruthie Sepeda
Cynthia and Michael Mitchell visited the SBDC to get assistance when they were ready to open their mobile window tinting service. The couple stated that “Dave Erickson and the SBDC was instrumental in assisting us in starting our business. Their direction and instructions made the process easy. They’re such a great friendly team.”

SBDC Director Dave Erickson and others from the SBDC team assisted the Mitchell’s in many areas of their business. They worked together to develop a business plan and work through the startup process. The Mitchell’s are still clients of the SBDC and are continuing to work with Certified Business Advisors to explore additional marketing efforts to help them grow their business.

“The SBDC was instrumental in assisting us in starting our business. Their direction and instructions made the process easy. They’re such a great friendly team.”

~ Cynthia & Michael Mitchell
Danny and Lucy Nuñez of Engine Pro Machine LLC have operated their comprehensive engine repair business for many years, and have seen it grow and be successful. They are long-time SBDC clients. Recently, Lucy retired and is now working in the business full time to handle the financial and administrative duties. To increase their revenue, Danny wanted to add Dyno meter equipment services.

Danny came to SBDC Director Dave Erickson to seek financing for the purchase and installation of the equipment. Erickson put Danny in touch with Bob Schneeman with the City of San Angelo Development Corporation BREP program (Business Retention and Expansion Program). Because of the BREP program, they were able to qualify for an interest rate buy-down incentive. With the assistance and support of Mr. Schneeman, Danny was able to work with the lender to make the deal happen. Mr. Erickson assisted Danny and Lucy in putting together a business plan and financial projections to submit to the BREP program, which let them see the projected numbers for their new revenue stream. Danny and Lucy were very pleased with the assistance, as was Mr. Schneeman with the BREP program.

“Dave was instrumental in opening my eyes to the financial aspects of the business by developing the business plan and projections.” ~ Danny Nuñez
Concho Valley Catering

Jo Griffin was interested in establishing a small catering business serving physician offices and schools. She needed help establishing her LLC as well as understanding how to register for her sales tax permit. She invested her own cash equity in order to purchase supplies and equipment. Jo met with Advisor Castañon to answer her questions and find out how to establish her legal structure.

Alejandro met with Jo and discussed her options for setting up her legal business structure. She was advised on setting up a single member LLC, as well as, how to register her sales tax permit. In addition, they both learned that she must have a licensed commercial kitchen in order to operate as a caterer by the City Health Department. Advisor Castañon put her in touch with the Cactus Hotel and she secured a contract to use their commercial kitchen. She is now in operation.

“Very, very helpful. The guidance provided has been wonderful. The step by step guide to setting up a business is wonderful.” ~ Jo Griffin
The ASU SBDC advises 500 + small business clients each year in our 10-county service area. Advising is a service that is no-cost, individualized, and confidential. We advise on many topics including the area of business startup and in operating an existing business.

Advising is a no-cost and confidential service provided by a team of Certified Business Advisors. We provide our clients technical business advising in the areas of business startup or operating an existing business, expanding a business, loan proposals, business planning, financing a business and financial analysis, marketing, human resources, government procurement and much more.

Advisor Experience and Certification

Our esteemed team of business advisors have owned and operated their own business or have operated an autonomous business. All have an extensive business education and go through a business certification process which enhances their business experience. Through a team approach, each individual advisor brings their own diverse knowledge base to provide the client with a comprehensive advising experience.
Business Training

The ASU SBDC offers 90 + workshops and training events each year. These events are provided at no-cost or at a low-cost to the participants.

Workshops and Training Events at the Business Resource Center

Our goal is to educate entrepreneurs and small business owners through technical business training. We structure our schedule to reflect current issues in the small business world and continually host training events that highlight technical business training.

Some of the topics include:
- Business Start-up and Expansion
- Business Planning and Loan Proposals
- Business Financing
- Marketing
- Government Contracting
- Financial Analysis
- Human Resources

Small Business Management Certificate Program

The ASU SBDC has developed the Small Business Management Certificate Program to help meet the needs of aspiring small business owners. The program includes eight face to face training events, two online courses, meeting with an SBDC advisor and creating a draft business plan for their new business. Hundreds have successfully graduated with their certificate in the past few years, and we are looking forward to many more graduates in the years to come.

No-Fee Online Training Portal

Our online training portal makes it possible for us to take technical business training straight to entrepreneurs and small business owners across our 10 county region. We encourage our rural clients to take advantage of our online training modules to improve their business acumen. There are many bilingual modules to choose from. Topics include: Starting Your Business, Managing Your Finances, Foundations of Marketing, and Government Contracting.
ASU SBDC Highlights

Veteran Outreach

The ASU SBDC partners with Goodfellow Air Force Base to bring the program Operation Boots to Business to those interested in small business. Boots to Business is an entrepreneurial education and training program offered by the U.S. Small Business Administration (SBA) as part of the Department of Defense’s Transition Assistance Program (TAP).

The curriculum includes steps for evaluating business concepts, the foundational knowledge required to develop a business plan and information on SBA resources available to help access start-up capital and additional technical assistance. This course is intended to be the introductory step with the intention that attendees will continue on with the Foundations of Entrepreneurship course, an instructor-led 8-week online course offered.

James Leavelle, SBDC Advisor assists in facilitating Operation Boots to Business at the Goodfellow Air Force Base about four times a year. If veterans choose to continue on the path of small business ownership, James Leavelle is happy to continue working with them through one on one advising to help them meet their small business goals.

Minority & Women Business Outreach

Our goal is to assist the minority and women business owners of the Concho Valley to succeed. We assist this community by providing one on one advising and training in the different SBA & State programs designed to assist minority-owned small businesses. Our advisors assist clients who are interested in the 8(a) program, Women-Owned Small Business (WOSB) program certification, and the HUBZone (Historically Underutilized Business Zones) program certification at the federal level as well as the state HUB (Historically Underutilized Business) program. Also, with the presence of an SBDC Spanish speaking advisor we have been able to serve a specific community in need of small business assistance.

Community Advocacy

The ASU SBDC is a devoted participant in the economic development partnership which includes the San Angelo Chamber of Commerce, City of San Angelo Development Corporation, Concho Valley Workforce Development Board, Howard College Workforce Training, and Downtown San Angelo Inc. The ASU SBDC works hand in hand with these organizations to create a better environment for small business owners and entrepreneurs.

ASU SBDC Staff is involved in various business-related organizations. We are proud to serve as committee members and participate as board members of various organizations. Some of which include; The Business Factory Advisory Board, Concho Valley Economic Development District, Texas Business Women, Downtown San Angelo, Inc., The San Angelo Chamber of Commerce, Young Professionals of San Angelo, and various Chambers of Commerce in the Concho Valley.
Economic Development Successes

The ASU SBDC initiated and fostered the development of the Business Resource Center (BRC) and assisted in the creation of the Concho Valley Angel Network. In past years, the efforts of SBDC staff has proven essential in the planning and development of many community projects; such as, the West Texas Training Center in the late 90’s, the Business Factory, the San Angelo Business Plan Competition, Business Brown Bag Event, and the Young Professionals of San Angelo (YPSA) organization.

The ASU SBDC works with various economic development partners to plan and implement various training events, forums, and workshops that lead to an increase in business development through education.

Rural Business Program

The mission of the ASU SBDC rural business program is “To support small business growth and development in economically distressed rural communities throughout the Concho Valley area.” The Rural Business Program offers clients targeted and customized services designed to meet their needs drawing from a number of resources available to the rural business advisors. Our rural business advisors travel on a regular basis to serve clients in our 10 county region.
The San Angelo Business Plan Competition

In its third year, the San Angelo Business Plan Competition is a three-phase business plan competition for new and existing businesses that plan to establish or grow their business in San Angelo. Cash prizes may be awarded, in addition to in-kind prizes donated by local businesses that provide necessary services to small businesses. The Competition Coordinators are the ASU Small Business Development Center (SBDC), The City of San Angelo Development Corporation, and ASU Norris Vincent College of Business (N-VCOB). Each year a Judging Panel is assembled from a pool of successful entrepreneurs, business leaders, financial professionals, and other economic development supporters in San Angelo. The competition is an opportunity for entrepreneurs to develop viable business plans that will create new ventures or expand existing businesses in San Angelo. The competition greatly enhances the entrepreneurial atmosphere in San Angelo.

Pictured: 2018 1st Place Winner:
Carl & Amy Perez ~ Rock Your World, LLC

Competition Organizers:
Vince Mangano ~ Norris-Vincent College of Business
Nora Nevarez ~ The City of San Angelo Development Corporation
Dave Erickson ~ Angelo State University Small Business Development Center
ASU SBDC Highlights

ASU Student Connection

The ASU SBDC plays a vital role in the education of many individuals working to obtain their education from Angelo State University through our graduate assistantships and internships. In most cases, students work alongside the business advisors to learn the various aspects of small business. They work in the ASU SBDC offices to better comprehend basic business etiquette and even assist clients with research and assorted projects. Our goal is to help the students in their efforts to find future employment after graduation by providing them the opportunity to gain hands-on experience in a professional environment. The ASU SBDC proudly serves as the primary business engagement arm of the Norris-Vincent College of Business.

Graduate Assistant Opportunities

The Angelo State University Small Business Development Center employs graduate students in the Master of Business Administration program at Angelo State University. The graduate students work alongside the business advisors to learn practical knowledge of how to operate a small business. The graduate students have the opportunity to network as employees of the center with our economic partners to get a better understanding of the economic development system and how all parts work to serve small business.

Pictured is Kara Martinez and Araceli Hernandez representing the ASU SBDC at the Small Business Administration (SBA) San Antonio District Awards Ceremony. Kara and Araceli have both moved into their professional careers with Angelo State University in other campus departments.
ASU-SBDC Impact FY18

Client Numbers & Hours

- ASU-SBDC Advisors spent 2,637 hours with clients in 2018
- 551 Total Clients Counseled
- 145 are Long term clients (more than 5 hours in the fiscal year)

Business Starts & Expansions

- 51 Business Starts
- 34 Business Expansions

Jobs in the Concho Valley

- 219 Jobs Created
- 192 Jobs Retained

Dollar Amount of Loans & Equity

$10,425,963

Training Events

- 91 Events Total

Training Attendees

1279

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